

## CLAIMS

1. A process for preparing cookies containing chips having an extended shelf life, comprising:

5 preparing a cookie dough; and

adding to the dough a mixture of chips of different sizes, some small and some larger, said chips comprising sugar in a fat matrix, and at least some of said smaller chips are enhanced flavor chips comprising at least one added flavor composition in a concentration greater than present in the larger chips.

10 2. A process according to claim 1, wherein the larger chips are chocolate chips.

3. A process according to claim 1, wherein the smaller chips have a count per pound of greater than about 7,500 and the larger chips have a count per pound of less than about 7,500, and wherein the weight ratio of the average weight of the smaller chips on a number average to the weight of the larger chips on a number average is from 1:2 to 1:25.

15 4. A process according to claim 3, wherein the smaller chips have a count per pound of within the range of from about 10,000 to about 20,000 and the larger chips have a count per pound of from about 500 to about 6,000.

20 5. A process according to claim 1, wherein the smaller chips comprise at least 10% by weight of the chips present in the dough and wherein the larger chips are employed in an amount sufficient to provide a visual awareness that the cookies contain chips.

25 6. A process according to claim 1, wherein the added flavor composition for the enhanced flavor chips comprises an effective flavoring amount of at least one member selected from the group consisting of buttery flavors, vanilla flavors, cream dairy flavors, caramel-like flavors, and other flavors associated with freshness.

7. A process according to claim 6, wherein the added flavor composition comprises at least one member selected from the group consisting of acetoin, acetol, acetyl methyl carbinol, bezaldehyde, butyl butyryl lactate, butyric acid, caproic acid, caramel color, delta decalactone, diacetyl, dihydro coumarin, dimethylsulfide, ethyl butyrate, ethyl vanillin, gamma undecalactone, gamma nonalactone, heliotropin, lemon oil, lipolized butter fat, maltol, maple lactone, oil of nutmeg, vanilla bean extract, vanillin and mixtures of two or more of these.

8. A cookie containing chips having an extended shelf life, comprising:

a baked cookie dough containing therein a mixture of chips of different sizes, some small and some larger, said chips comprising sugar in a fat matrix, and at least some of said smaller chips are enhanced flavor chips comprising at least one added flavor composition in a concentration greater than present in the larger chips.

9. A cookie according to claim 8, wherein the enhanced flavor chips are chocolate chips having a pH within the range of from about 7.2 to 8.2.

10. A cookie according to claim 8, wherein the smaller chips have a count per pound of greater than about 7,500 and the larger chips have a count per pound of less than about 7,500.

11. A cookie according to claim 10, wherein the smaller chips have a count per pound of within the range of from about 10,000 to about 20,000 and the larger chips have a count per pound of from about 500 to about 6,000.

12. A cookie according to claim 8, wherein the smaller chips comprise at least 10% by weight of the chips present in the dough and wherein the larger chips are employed in an amount sufficient to provide a visual awareness that the cookies contain chips.

13. A cookie according to claim 8, wherein the added flavor composition for the smaller flavor chips comprises an effective flavoring amount of at least one member selected from the group consisting of buttery flavors, vanilla flavors, cream dairy flavors, caramel-like flavors, and other flavors associated with freshness.

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14. A cookie according to claim 13, wherein the added flavor composition comprises at least one member selected from the group consisting of acetoin, acetol, acetyl methyl carbinol, bezaldehyde, butyl butyryl lactate, butyric acid, caproic acid, caramel color, delta decalactone, diacetyl, dihydro coumarin, dimethylsulfide, ethyl butyrate, ethyl vanillin, gamma undecalactone, gamma nonalactone, heliotropin, lemon oil, lipolized butter fat, maltol, maple lactone, oil of nutmeg, vanilla bean extract, vanillin and mixtures of two or more of these.

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15. A process for preparing cookies containing chips having an extended shelf life, comprising:

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preparing a cookie dough; and

adding to the dough a mixture of chips of different sizes, at least 30% by weight of the chips present in the dough being small and some larger chips, said larger chips being employed in an amount sufficient to provide a visual awareness that the cookies contain chips, said chips comprising sugar in a fat matrix, wherein the smaller chips have a count per pound of greater than about 7,500 and the larger chips have a count per pound of less than about 7,500, and at least some of said smaller chips are enhanced flavor chips comprising at least one added flavor composition in a concentration greater than present in the larger chips, said flavor comprising at least one member selected from the group consisting of buttery flavors, vanilla flavors, cream dairy flavors, caramel-like flavors, and other flavors associated with freshness.

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16. A process according to claim 15, wherein the enhanced flavor chips are chocolate chips having a pH within the range of from about 7.2 to 8.2.

17. A process according to claim 15, wherein the smaller chips have a count per pound of within the range of from about 7,500 to about 15,000 and the larger chips have a count per pound of from about 500 to about 7,500, and wherein the weight ratio of the average weight of the smaller chips on a number average to the weight of the larger chips on a number average is from 1:2 to 1:25.

18. A process according to claim 15, wherein the added flavor composition comprises at least one member selected from the group consisting of acetoin, acetol, acetyl methyl carbinol, bezaldehyde, butyl butyryl lactate, butyric acid, caproic acid, caramel color, delta decalactone, diacetyl, dihydro coumarin, dimethylsulfide, ethyl butyrate, ethyl vanillin, gamma undecalactone, gamma nonalactone, heliotropin, lemon oil, lipolized butter fat, maltol, maple lactone, oil of nutmeg, vanilla bean extract, vanillin and mixtures of two or more of these.

19. A cookie containing chips and having an extended shelf life, comprising:

a baked cookie dough containing therein a mixture of chips of different sizes, at least 10% by weight of the chips present in the dough being small and some larger chips, wherein said larger chips are employed in an amount sufficient to provide a visual awareness that the cookies contain chips, said chips comprising sugar in a fat matrix, wherein the smaller chips have a count per pound of greater than about 7,500 and the larger chips have a count per pound of less than about 7,500, and at least some of said smaller chips are enhanced flavor chips comprising at least one added flavor composition in a concentration greater than present in the larger chips, said flavor comprising at least one member selected from the group consisting of buttery flavors, vanilla flavors, cream dairy flavors, caramel-like flavors, and other flavors associated with freshness, and wherein the weight ratio of the average weight of the smaller chips on a number average to the weight of the larger chips on a number average is from 1:2 to 1:25.

20. A cookie according to claim 19, wherein 16 the chips are chocolate chips, the smaller chips have a count per pound of within the range of from about 7,500 to about 15,000 and the larger chips have a count per pound of from about 500 to about 7,500, and the flavor comprises at least one member selected from the group consisting of acetoin, acetol, acetyl methyl carbinol, bezaldehyde, butyl butyryl lactate, butyric acid, caproic acid, caramel color, delta decalactone, diacetyl, dihydro coumarin, dimethylsulfide, ethyl butyrate, ethyl vanillin, gamma undecalactone, gamma nonalactone, heliotropin, lemon oil, lipolized butter fat, maltol, maple lactone, oil of nutmeg, vanilla bean extract, vanillin and mixtures of two or more of these, and wherein the weight ratio of the average weight of the smaller chips on a number average to the weight of the larger chips on a number average is from 1:2 to 1:25.

21. A process for preparing cookies having an extended shelf life, the process comprising: preparing a cookie dough comprising at least one added flavor; and adding to the dough small enhanced flavor chips, said chips comprising said at least one added flavor composition in an amount effective to extend the shelf life of the cookie by migrating from the chip to the base cake portion formed by baking the dough.

22. A process according to claim 21, wherein the small chips have a count per pound of at least about 7,500 per pound, and wherein the weight ratio of the average weight of the smaller chips on a number average to the weight of the larger chips on a number average is from 1:2 to 1:25.

23. A cookie containing chips having an extended shelf life, comprising: a continuous cookie base cake having dispersed therein small enhanced flavor chips comprising at least one flavor in a concentration greater than normally employed in flavor chips.

24. A cookie according to claim 23, wherein the small enhanced flavor chips have a count per pound of at least about 7,500 per pound, and wherein the weight ratio of the average weight

of the smaller chips on a number average to the weight of the larger chips on a number average is from 1:2 to 1:25.

25. A cookie according to claim 24, wherein the enhanced flavor chips are chocolate chips  
5 having a pH within the range of from about 7.2 to 8.2.

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